LEO BURNETT U.S.A.
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Ad No. 4326—MESQUITE ROPER-CS—Req. No. 51407—4/C Page—9⅛ x 12 in.—Rolling Stone, 1979 [A]
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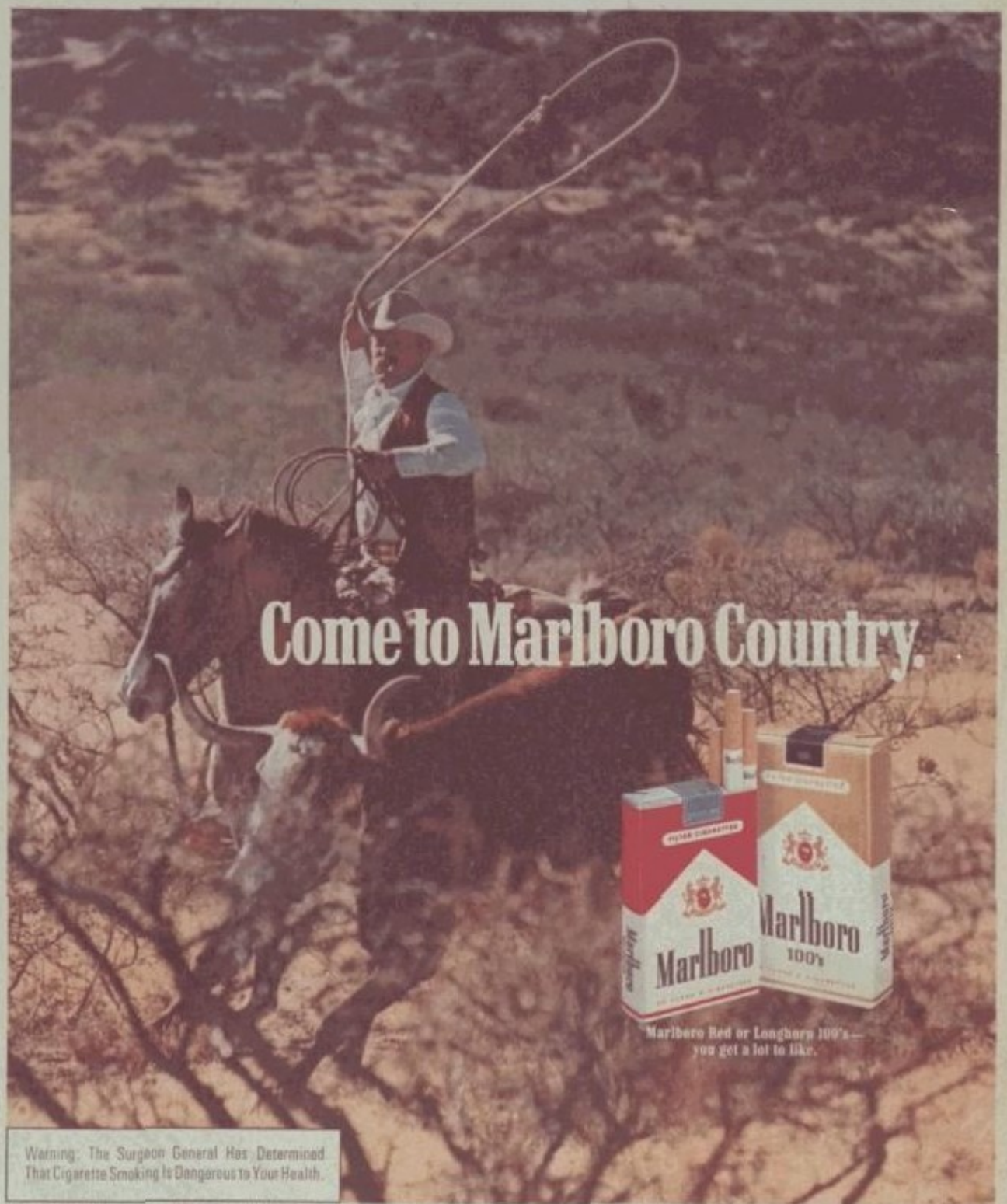

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 17mg "tar," 1.3mg nicotine—100's: 18 mg "tar," 1.1 mg nicotine av. per cigarette, FTC Report May '79.

Source: https://www.industrydocuments.ucsf.edu/docs/nfjh0003
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